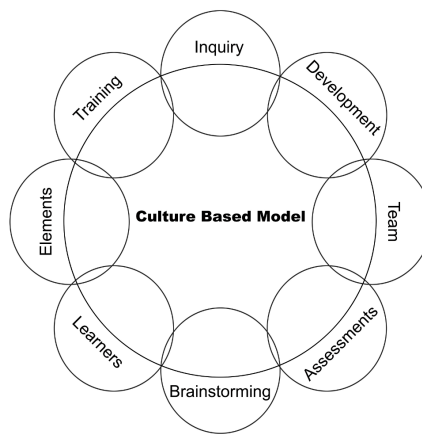


Chapter IV

CBM Inquiry, Development



CBM INQUIRY

Inquiry (11-16) monitors development, automates the internal flow of the design process, and functions as internal sensors. This monitoring checks and rechecks that the process is executing properly¹. It is interactive and always operational if used by the design team. Inquiry provides a series of questions to be asked and answered during preproduction, production and postproduction. These questions outline the design of the product and allow for a review of the product before, during, and after production; this is a surface assessment. The list of questions is not exhaustive, but they provide a broad selection of questions meant to focus on the needs of the target audience, enable the design process, and screen for bias. These questions are reviewed and reiterated throughout the design process to keep it active.

Inquiry is divided into six design factors that provide a foundation for design applications in any form of information and communication technologies (ICTs).

11. **Genre:** Aids in the selection of ICTs
12. **Framing:** Assists in maintaining the target audiences perspective
13. **Omission:** Helps in assessing a design
14. **Backgrounding:** Helps in providing a balanced design
15. **Foregrounding:** Helps in providing an objective design
16. **Visual representations:** Assists in conveying meaning

11. Genre (Preproduction & Production)

Genre refers to the type of ICTs (e.g., Internet, World Wide Web, newspaper, magazine, video, software, television) through which groups communicate (Berkenkotter & Huckin, 1995). Determine the type of ICTs to be used in the project. This format is referred to as the genre. The questions related to genre focus on determining the format of the ICT, influence of other technologies and the affordability of the product. As a product evolves, changes in design can influence the format, the price of the product and other product considerations. Therefore, reiteration is necessary. Inquiry questions for this category can be asked and answered during preproduction and production. These questions can be asked at any point in the preproduction or production process and reiterated when needed. The reiteration of these questions throughout the design process is to control for bias. The questions related to genre focus on determining the format of the ICTs and the affordability of the product. As a product evolves, the changes in design can influence the format and the price of the product; therefore, reiteration is necessary. Seels and Glasgow (1998) argued that the design process necessitates that questions are asked throughout the process.

11a. What ICTs Are Being Used and Why?

This question is specific to the genre of the product. These ICTs might include Web-based, software, DVD, video, audiotape, print, or other formats. Determine which ICT best represents the project. Determine why one ICT is being used over all others by providing specific evidence. Evidence can be supported through a detailed physical description of the technology, its functions, and the designer's rationale.

11b. Which ICTs Are More Effective Given the Content?

The design team or client considers the most effective format to present the content. This is a collaborative decision. Determine if the content would be effectively de-

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